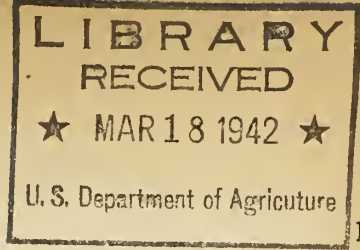


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.946
C 762

Reserve



CONSUMER TIME

NETWORK: NBC

DATE: March 14, 1942

ORIGIN: WRC

TIME: 12:15 - 12:30 AM-EWT

Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

oooOooo

- 1. ANNOUNCER: This is CONSUMER TIME.
- 2. SOUND: CASH REGISTER - CLOSE DRAWER
- 3. NANCY: That's your money buying food.
- 4. SOUND: CASH REGISTER
- 5. REPORTER: That's your money paying for a home.
- 6. SOUND: CASH REGISTER
- 7. NANCY: That's your money buying clothes and the thousands
of other things you need.
- 8. REPORTER: That's you . . paying for these things . . money out
of your pockets.
- 9. SOUND: CASH REGISTER - CLOSE DRAWER

10. KEN: Are you getting the most for your money? Is it buying you the strength and health and courage that will mean victory for the American way?
11. VERNON: Each week at this hour CONSUMER TIME brings you facts that will make your pennies and dollars go farther and bring you more of the things that you and all Americans need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with United States Government agencies working for consumers.
- And here is your Consumers' Counsel, Donald Montgomery ---
12. MONTGOMERY: Hello there. I don't usually come in till the end of this program, but today we have such a big and important question to talk about that I want to get in on it right now.
13. NANCY: The money question, eh?
14. MONTGOMERY: The money question. How about your money, Nancy? Paid your income tax yet.
15. NANCY: Yes - thank heaven. I finally got it off this morning and I must say it made a pretty big hole in my finances.
16. MONTGOMERY: What about you, Mrs. Freyman? As our smart young consumer ---

17. FREYMAN: Afraid I'm not smart enough to figure out an income tax. I leave that up to my husband. All I know is that we've had to scrimp and save ever since Christmas to cover it.
18. MONTGOMERY: I guess a lot of people have had to scrimp.
19. KEN: I sure have.
20. MONTGOMERY: What, Ken! Even a radio announcer ---?
21. KEN: Yeah - I used to think that too - before I was a radio announcer. But these days - with taxes so much higher ---
22. MONTGOMERY: And they're going higher yet. They'll have to - if we're going to build enough planes and ships ---
23. FREYMAN: But what's to become of us poor consumers? If we've had such a hard time paying our taxes this year - and next year they go up ---
24. MONTGOMERY: Well, that's just what I want to talk to you about. Right now's ~~the~~ time to start planning your money - so you will have enough.
25. FREYMAN: But prices are going up, too.
26. MONTGOMERY: Yes, there's no use fooling ourselves; the whole cost of living's increasing. That's why we've got to plan - to keep ourselves and our families as strong and well as we can - and still build the guns and planes and tanks we'll need to finish this war.

27. KEN: How you going to do that, Mr. Montgomery?
28. MONTGOMERY: By budgeting.
29. KEN: (DEFLATED) Oh.
30. MONTGOMERY: (LAUGHING) Why so enthusiastic?
31. KEN: Well, I've always steered clear of budgets. They sound like too much work.
32. MONTGOMERY: They're not really as much work as they sound. How about the rest of you? You ever kept a budget, Mrs. Freyman?
33. FREYMAN: No. David and I talked about it - before we got married - but somehow we never got around to it.
34. MONTGOMERY: Know anybody who does keep a budget?
35. FREYMAN: Yes, our neighbors the Milieses keep one. Young Barbara started them doing it.
36. MONTGOMERY: How did that happen?
37. FREYMAN: Well, one day she came home from school full of the idea, and that night - when they were all in the living room ---
- (PAUSE)
38. BARBARA: (FADING IN) Dad - I've got something ---
39. HARRY: Barbara - fetch me my pipe off the mantel - will you?
40. BARBARA: On one condition.

41. HARRY: What's that - an extra quarter in your allowance?
42. BARBARA: No - that you help me figure out a family budget.
43. HARRY: A family budget! (LAUGHS)
44. MOTHER M: Good heavens, child! You aren't getting serious about that Jimmy Green, are you?
45. BARBARA: No, this is for our family - you and Dad and me.
46. HARRY: What's the matter - don't you think I handle our money matters all right?
47. BARBARA: I don't think you handle them at all.
48. HARRY: What!
49. BARBARA: You just turn your paycheck over to Mother - and she spends it.
50. HARRY: Why - that's right.
51. MOTHER: Well, I certainly spend it as carefully as anyone could, Barbara.
52. BARBARA: I don't mean to be sassy, Mother, but I think if we had a budget - like we've been studying in school - you could spend our money even more carefully - and get more for it.
53. HARRY: Yes, Mother - you probably could.
54. MOTHER M: Well, of all things!

55. BARBARA: Then we'd know just how much we have to spend ---
56. MOTHER M: I know how much we have to spend. What I'd like to know is where it goes to!
57. BARBARA: Well, that's just what we ought to figure out.
58. MOTHER M: Now, listen, Barbara --- I've been spending money a lot longer than you ---
59. BARBARA: But we can't make a budget - unless we know where our money goes ---
60. HARRY: (SINGING) "Oh, boy - that's where my money goes!"
61. BARBARA: Don't you see - if we kept track, we might find out that we've been spending more money on one thing - like clothes, maybe - than we ought to ---
62. MOTHER M: Oh, yes - I've been dolling myself up!
63. BARBARA: Well - on house furnishings, then - or heat. If we only knew just how much we're spending on those things - we might be able to cut that down - so we could spend more on clothes.
64. HARRY: Well, I don't think anybody ought to spend much on clothes these days - house furnishings either. But I'd like to find a way to spend more on Defense Bonds.
65. BARBARA: You can - if we keep a budget.
66. HARRY: All right then, honey - let's try it,

67. MOTHER H: Now, Harry ---
68. HARRY: I think there's a lot of sense in what she says, Mother.
It stands to reason that you can plan better how to spend
your money - if you know how you've been spending it.
69. MOTHER H: Well, you can't expect me to manage this budget business.
I've got enough to do.
70. HARRY: I'll manage it. I think it's about time I started to
assert myself as the man in this house.
71. BARBARA: But Dad - I want to keep the accounts.
72. HARRY: All right, honey. You can be the family bookkeeper. Only
first, I guess, we'd better get you some kind of an
account book ---
73. MOTHER H: More expense.
74. BARBARA: I've got one - right here.
75. HARRY: You have?
76. BARBARA: This notebook. I bought it on my way home from school.
The teacher said we should get one with pages about
eight inches wide - so it would make sixteen inches
when it's opened out flat.
77. SOUND: PAGES RIFFLED
78. HARRY: Eight inches, eh? But these are just ruled pages -
not fixed up to keep accounts ---

79. BARBARA: We'll fix them up ourselves! I could have gotten a real account book, but it cost more.
80. HARRY: Starting to save money already, eh? (CHUCKLES) All right - where do we begin?
81. BARBARA: On page two. We turn the first one over - so we'll have these two full pages spread out before us.
82. MOTHER M: Just a lot of bother ---
83. HARRY: Okay, Barbara - now what?
84. BARBARA: Now we take the ruler and draw some lines up and down - to make columns.
85. HARRY: I'll do that. How wide should they be?
86. BARBARA: Well, the first column should be an inch wide ---
87. HARRY: One inch --- all right.
88. BARBARA: And the next one, three inches ---
89. MOTHER M: What's going into those columns?
90. BARBARA: Well, the dates go into the first one, I thought this would be a good time to start - since tomorrow's the first of the month.
91. HARRY: What goes into this three-inch column?
92. BARBARA: That's for "items purchased" - the names of the things we buy - like soap, and food, haircuts, movies ---

93. HARRY: You mean I've got to write it down, every time I get a haircut?
94. BARBARA: You certainly do.
95. MOTHER M: And from the looks of the back of your head, Harry Miles, you'd better start pretty soon.
96. HARRY: Say, I thought you were going to keep out of this!
97. MOTHER M: Well, I've a right to look, haven't I? What are you going to do with the rest of that page, Barbara?
98. BARBARA: Dad should make sixteen more columns - each three-quarters of an inch wide.
99. HARRY: Sixteen columns . . .
100. MOTHER M: What are they for?
101. BARBARA: The different kinds of things we spend money on.
The first column will be for food, ---
102. MOTHER M: But I thought that was listed in the wide column.
103. HARRY: Now, you just leave this to us.
104. BARBARA: That wide column's specific, Mother. Like you might put down: "Milk bill - one dollar." And groceries - fifty cent." Then-here in the food column - you'd just write, "One-fifty." Or rather - I'd write it, since I'm keeping the accounts.
105. MOTHER M: I see. These three-quarter inch columns are classifications.

106. BARBARA: Yes - that's right.
107. HARRY: Well, here they are - all drawn - sixteen of them.
108. BARBARA: Okay. Now we'll write "food" at the top of this first one - and then "operation ----"
109. HARRY: What does that mean -- doctors' bills?
110. BARBARA: No. (LAUGHS) Electricity - and gas - and water ----
111. HARRY: Oh, sure.
112. BARBARA: And this next column is for "furnishings ----"
113. HARRY: Guess we can leave that out.
114. MOTHER H: Why?
115. HARRY: Well, this isn't any time to go spending money on new furniture.
116. MOTHER H: But "furnishings" means repairs too - and things like brooms and oilcloth.
117. HARRY: Oh - then I guess we'd better leave it in.
118. BARBARA: Transportation.
119. MOTHER H: Lucky we haven't got a car, or that might come to quite a lot.
120. HARRY: Well, don't forget I need bus fare.
121. BARBARA: I won't Dad. And this next column is for clothing.

122. HARRY: That's the thing we're not going to buy much of.
123. MOTHER II: But Harry - I do need a new spring outfit.
124. HARRY: You need that more than America needs the money for defense?

125. MOTHER M: Well, I don't know - when you put it that way ---
126. HARRY: That's the way we've got to put it these days.
127. BARBARA: Well, this next classification is certainly important enough: Health.
128. HARRY: Oh, that's where my doctor's bills come in.
129. BARBARA: Yes. And the next column is for housing.
130. HARRY: Rent, eh?
131. BARBARA: Or payments - if we were buying a house.
132. MOTHER M: Harry - don't you think we could afford ---?
133. HARRY: Now, this is no time to discuss that. What's the next column for, Barbara?
134. BARBARA: Personal expenses. That's where your haircut comes in.
135. MOTHER M: And your tobacco.
136. HARRY: And powder and nail polish for you girls.
137. MOTHER M: What's in the next column, Barbara?
138. BARBARA: Education.
139. HARRY: But we don't pay anything for that. It comes out of taxes.

140. BARBARA: But this means my schoolbooks too, Dad - and your newspapers - and anything else that teaches us something.
141. HARRY: (SLYLY) Like your tickets to the movies?
142. BARBARA: No, they go in the next column - under "recreation." Then after that comes "gifts." That means church and charity too.
143. MOTHER M: The community Chest - and the Red Cross.
144. BARBARA: That's right. And the next column is for debts paid ---
145. MOTHER M: But I should think those would be taken care of in the other columns, Barbara - depending on what the debts were for.
146. BARBARA: But this column's just for money debts, Mother - money we've borrowed and are paying back.
147. MOTHER M: Well, thank heaven we haven't any of those hanging over us - at least not now.
148. BARBARA: Then - the next column's for savings.
149. HARRY: That's something we haven't got either - sad to say.
150. BARBARA: Or insurance? That's included with savings.
151. HARRY: Nope - no insurance either. Had to stop payments when I had that accident. Used up every cent we'd saved.

152. MOTHER M: But we have got two Defense Bonds.
153. HARRY: (BRIGHTENING) Say - that's right. They ought to count as savings - and insurance too.
154. MOTHER M: Sure - and we'll have more of them, once we get our budget going.
155. HARRY: What! Whose budget?
156. MOTHER M: Our budget. We're going to buy some Defense stamps every payday.
157. HARRY: Well, I'll be a monkey's uncle!
158. MOTHER M: What's the matter, Harry Miles? Don't you think you can see your way clear ---?
159. HARRY: Yes - oh, yes, I think I can see my way clear all right.
160. MOTHER M: Well, then ---
161. HARRY: But there's one way I can't see clear.
162. MOTHER M: What's that?
163. HARRY: The way of a woman.

(PAUSE)

164. MONTGOMERY: (FADES IN, LAUGHING) That's a good story, Mrs. Freyman.
165. FREYMAN: Mother Miles certainly exercised her woman's right - to change her mind.

166. MONTGOMERY: Well, anyhow, she changed it in the right direction:
167. FREYMAN: Toward budgets?
168. MONTGOMERY: Toward budgets. Of course, that's only the first step - keeping accounts. But, as Barbara said - it's a pretty important one, if you want to make a budget that will really work. How can you tell how much to allow for certain things, unless you know how much they've been costing you?
169. FREYMAN: I guess we can't, Mr. Montgomery.
170. MONTGOMERY: Not till the end of the month - when you add up the amounts in your different columns and figure out the totals.
171. FREYMAN: And even then, I shouldn't think we'd be ready to make a budget. Some months we might have to spend more for certain things - like coal, for instance - than other months.
172. MONTGOMERY: That's true - expenses do vary a good deal from month to month. The best way to figure out a budget is by planning on a yearly basis.
173. FREYMAN: You mean - estimate our expenses for a whole year ahead?
-

174. MONTGOMERY: First you estimate your income - every penny you expect to receive or earn in the coming year. Then you figure your expenses. They've got to come out even, you know - income and expenditures - if you want your budget to balance.

175. NANCY: (COMING ON MIKE) But Mr. Montgomery ---

176. MONTGOMERY: Yes, Nancy.

177. NANCY: What about savings - and the money we're supposed to put aside to pay for our income tax? If our expenses just balance our income, there won't be any money left.

178. MONTGOMERY: Oh, savings - and that income tax item too - are part of your monthly expenses. In fact, savings should be the first item to take out when you get your paycheck. Like Mrs. Miles said - buy some stamps right then and there.

179. FREYMAN: And after we've figured out how much money we'll have for savings - or for any other expense - for a whole year, then we divide it by twelve to find out how much we can spend each month. Is that it?

180. MONTGOMERY: That's the idea, Mrs. Freyman. Of course, as you keep your accounts, you may find that you're spending less for certain things than you'd allowed - and you'll have to juggle your budget a bit.

181. FREYMAN: Or I may find I'm spending more than I allowed.
182. MONTGOMERY: You certainly may - especially in times like these, when prices and supplies are so unsettled. We can't any of us tell just how much we're going to have to pay for things in the coming year. Even income tax. We can't figure out how much we should set aside each month in our budget to cover it - because we don't know how much it's going to be.
183. FREYMAN: Then what's the use of having a budget in times like these?
184. MONTGOMERY: It's times like these, Mrs. Freyman, when a budget can be of most help to you. The more your expenses are shifting, the more important it is for you to know just how much you have been spending for things.
185. FREYMAN: But we can tell that from our expense account.
186. MONTGOMERY: True, but you ought to check that account against your budget every month.
187. FREYMAN: But if I'm going to change my budget anyhow - to fit the accounts ---

188. MONTGOMERY: Well, maybe I can explain it this way. A budget, Mrs. Freyman, is sort of a plan of operations - like the plan a General makes in directing his troops. It's a plan that should work successfully - provided everything goes the way he thinks it will.
189. FREYMAN: But then something happens ---
190. MONTGOMERY: Right. Maybe you find that your rent's going up - ten dollars more a month.
191. FREYMAN: And where's the extra money coming from?
192. MONTGOMERY: That's the question. If you were the general and suddenly found yourself attacked from a new direction, you'd look at your plan - wouldn't you? And decide just how many troops you could take away from which positions to strengthen the new vulnerable spot.
193. FREYMAN: Yes, I guess that's the best thing I could do - if I couldn't get any extra troops.
194. MONTGOMERY: And that's just what you ought to do if you can't get any extra money. Look at your budget - and decide just where you can best pare it down to make up that extra ten dollars - for rent. You might think you could make up three dollars of it by cutting out some of your amusements. But when you looked at your budget, you see that three dollars is all you have to spend for amusements - so you'd just pare off one dollar there - and two dollars more some place else - on clothes, say.

195. FREYMAN: I see . . . Well, then I guess a budget would be a pretty good thing to have.
196. MONTGOMERY: A very good thing to have. Why don't you try keeping your accounts - for a couple of weeks at least? Then you **can** report to me two weeks from today on how you're getting along.
197. FREYMAN: All right - I'll do it.
198. MONTGOMERY: Fine. And how about the rest of you? Nancy ----?
199. NANCY: I'm game. If I can learn how to make my bank account come out even ---
200. MONTGOMERY: How about you, Ken?
201. KEN: I still think it sounds like an awful lot of bother ---
202. MONTGOMERY: You'd rather just go on spending hit or miss - hoping you can make both ends meet?
203. KEN: No thank you. I've learned my lesson.
204. MONTGOMERY: Then - you're joining in our budget brigade?
205. KEN: ^{it}
I'll try/for two weeks.
206. MONTGOMERY: All right then. Two weeks from today we'll all get together here and compare results.
207. FREYMAN: But Mr. Montgomery ---

208. MONTGOMERY: Yes, Mrs. Freyman.---

209. FREYMAN: I don't remember all those classifications - for the different columns in the account book.

210. MONTGOMERY: Well, we've listed them on a Consumer Tips card --- with directions to help you make your own account book, so you can keep track of your money.

211. FREYMAN: But - if I write in for a copy of that card - I won't get it in time to start using it tomorrow.

212. MONTGOMERY: But you can start jotting down your expenditures tomorrow - and then set up your accounts as soon as the card arrives.

213. FREYMAN: That's it - that's what I'll do. And I just write in to the Consumers' Counsel - same as usual?

214. MONTGOMERY: Same as usual. The Consumers' Counsel - Department of Agriculture - Washington, D. C. Just tell us you want the Tips card on home accounts - and give us your own name and address and the call letters of the station to which you're listening.

215. FREYMAN: Well, I'll certainly do that. And - between now and the day of reckoning on those accounts - what will we be hearing on CONSUMER TIME next week?

216. MONTGOMERY: Well, Nancy here will be reporting on ---

217. NANCY: Eggs for Easter,
218. MONTGOMERY: And Ken ---
219. KEN: How to defend yourself against moths.
220. FREYMAN: Against moths!
221. KEN: Yes, I'll be ready with all the latest facts on anti-moth protection. And now, don't forget -- we're all of us going to write in to the Consumers' Counsel for our copies of the Tips card that's going to help us keep account of our money -- and start us on the road toward smarter spending and bigger savings. For your free copy of the Tips on home accounts ---
222. FREYMAN: Write to the Consumers' Counsel -- Department of Agriculture -- Washington, D. C.
223. KEN: That's the place. And don't forget to give your own name and address -- and the call letters of the radio station over which you heard this program.

Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture -- in cooperation with Government agencies working for consumers.

CONSUMER TIME is a public service of NBC and has come to you from Washington.

This is the National Broadcasting Company.

